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Marketing activities



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WAR FOOD ADMINISTRATION
Office of Marketing Services

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Remember the "wheatless days" of World War I? How do we fare for wheat today . . . and what is the post-war outlook?

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When the National Association of Marketing Officials meets, a lot of mighty interesting talk about the marketing of agricultural commodities can be expected. The December meeting ran true to form. Here are the highlights.

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Cotton was spotlighted by the recent hearings before the Special Committee of the House Committee on Post-War Farm Programs. So this seemed a good time to set down the cotton marketing activities of WFA's new (see p. 22) Office of Marketing Services.

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Honey has found some new uses since Pearl Harbor.

THE TRUTH ABOUT SEEDS

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If a farmer, depending on a label, thinks he is planting a certain soil-suited quality of seed, and later it turns out that he really planted a different quality, he has lost at least a part of his crop and his time. Moreover, his country has lost some food. One purpose of the Federal Seed Act is to make sure the farmer gets what he thinks he is getting.

STANDARDIZATION OF FARM PRODUCTS

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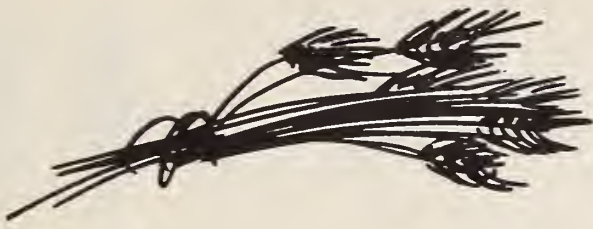
Standardization work is one of the big, continuing jobs of OMS.

Address all inquiries to
Elbert O. Umsted
Editor, Marketing Activities
War Food Administration
Washington 25, D. C.

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Our Wheat - 1918 and Now



by Stephen O'Dea

Before 1917 the United States could hardly be said to have handled its wheat at all. Like a familiar character in fiction, the wheat "just grewed"--except during the years when it just didn't.

As a result of this indifference we and our allies faced a desperate wheat situation during World War I. A cable sent in January 1918 by the British Food Comptroller to the U. S. Food Administrator began: "Unless you are able to send the allies at least 75 million bushels of wheat over and above what you have exported up to January 1, and in addition to the exportable surplus from Canada, I cannot take the responsibility of assuring our people that there will be food enough to win the war. Imperative necessity compels me to cable you in this blunt way. . . ."

In an article published as late as July 1918--just 4 months before the end of the war--the Federal Farm Loan Commissioner wrote from Washington: "Unless more wheat can be raised in this country, it is a very serious question whether our Allies can continue to wage war."

Now

Today the United States has been in a war far bloodier and more extensive than the last for approximately twice as long, has had more of its own people to feed, plus a far greater number of persons in its armed services, and has assumed, of necessity, the responsibility of feeding and preparing to feed a considerably greater number of other human beings throughout the world. Yet bread has not had to be rationed, nor is it expected to be; we've had no "wheatless days" (in World War I, two a week, and one "wheatless meal" each day), and we expect none; and we have not been forced to restrict the sale of wheat flour as in the last war (specifically, 25 pounds per purchase for urban consumers, 50 for rural). Additionally, in 1918, regulations were issued forbidding the sale of wheat flour to an individual consumer without an equal amount of wheat flour substitutes, including corn meal, corn, grits, oatmeal, and rice.

Today we have no reason to expect another such anxious cable from an ally as we received during the last war, nor do we expect the War

Food Administrator to write that unless we can raise more wheat the United Nations may fail. Not this time.

According to the December 1, 1944, crop report of the Bureau of Agricultural Economics, more than 1,078 million bushels of wheat were harvested in 1944. Our total supply of wheat available for distribution for the year beginning July 1, 1918, was 944 million bushels; for the same period in 1944 it was 1,394 million bushels in spite of the fact that we have already sent under lend-lease large quantities of wheat and flour to our allies. On July 1, 1918, our wheat carry-over was 40 million bushels; on July 1 of the past year it was about 315 million.



Why, now, are we so well off? The answer is not simple; it is not merely that we just grew more wheat. The reasons are numerous and sometimes so interwoven it is difficult to give primary causes.

Weather

As an example, one authority will emphasize weather as the major factor in our present excellent wheat position and another, equally well recognized, will minimize its importance to the extent of saying that good farm practices and timely farming operations will bring a relatively successful harvest in a bad-weather season. The latter expert puts such practices on an equal footing with weather.

Considering this difference of opinion it appears that no specific reason is the major one for our present wheat position. Rather it seems best to give a symposium by various experts in the field and perhaps from it we may be able to judge approximately how large a part each reason played.

The greatest argument in favor of those experts who say "Let us have good weather (and of course additional manpower if there are no tractors) and we shall fare well" appears to be the wheat crop of 1915--the only year before 1944 when wheat production exceeded the 1 billion mark. Specifically, 1,009 million bushels of wheat were produced--and this in the "Dark Ages" of wheat growing.

Certainly even experts who do not give weather such a high place will agree that the generally favorable weather of the last 4 or 5 years played at least a large part in our present wheat position.

Appraisal along the middle road may be best. Weather would seem to play a larger part than the champions of good practices hold when we consider the 1915 crop--before the era of good practices; yet on the other hand, in view of the results attained through good practices, weather does not seem to be so dominant as the other school of thought maintains.

Government Developments and Improved Methods

Probably the most important single item under Government agricultural policies is the price-support and commodity-loan program operated since 1938 by the Commodity Credit Corporation. Through this program the wheat grower borrows money on his grain from CCC, and a certain sum per bushel is thereby assured him. If it develops that the wheat market will not pay more than the established Government price, then the farmer may completely liquidate his loan by turning over his wheat to CCC, and he will be paid at the price previously established. This took the old gamble out of the business and provided more stability by stopping excessive plantings by the farmer in order that he might make up his loss by volume production if the market price did drop below a level of profit.

Payments to farmers by the Agricultural Adjustment Agency for following certain farm practices have improved wheat harvests. An example among other soil-conservation practices is the payment for contour farming to prevent erosion. Additionally, under the Federal Crop Insurance program started in 1938 for the 1939 crop, farmers' incomes were protected by an insurance against all hazards to their crops up to 75 percent of average yield. This lasted until 1943.

Prices and Credit

Improved wheat prices reflect the operation of the various CCC programs. During the latter part of November and the first half of December 1944 the price of hard winter wheat advanced to within about a cent of ceiling levels. Prices of soft red and hard spring wheat continued in the first half of December close to their ceilings. The price of white wheat in the Pacific Northwest remains about 5 cents under the ceiling. However, an upward revision of 4 cents in wheat price ceilings announced December 12, 1944, is expected to permit wheat prices to reach parity.

Recently the Secretary of Agriculture made several statements about Government wheat policies which are well worth noting. He pointed out that credit facilities of the Department of Agriculture assist farmer cooperatives not only when their enterprises are started but as a continuing service. The Farm Credit Administration, through the Banks for Cooperatives, as an illustration, has lent large sums to co-ops in the form of facility, operating-capital, and commodity loans. Some of the loans have made it possible for members to carry grain in the country until box cars were available. This service has greatly benefited farmers who otherwise would have been forced to throw their grain on the market when there were no facilities to take care of it.

Some of the many other Government developments are grasshopper control, strip-cropping, the use of better varieties of seed, more attention to the choice of proper soil, and an end to the indiscriminate

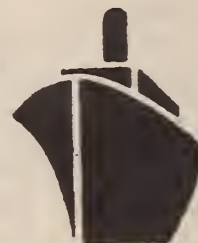
plowing of soil-conserving grass. As a result of the last-named development, the present and recent large wheat crops will not contribute to dust-bowl conditions such as occurred after the last war.

As for improvements in farm methods, the change-over from horses, binders, and stationary threshers to tractors and combines is probably the principal one. In agriculture as in industry, better equipment and methods are constantly enabling fewer people to turn out more and better products, and the production of wheat has been more thoroughly revolutionized than many other major branches of farming. However, probably most of the change-over from hand to mechanized production has taken place. Manufacture of smaller and less expensive power equipment for medium-sized farms probably will be the most striking advance after the war.

Exports

The drop in exports is another substantial reason for our present wheat position--one reason we would rather not have had. There seems to be no prospect that the use of wheat in flour-making will be seriously threatened by agricultural or synthetic competitors of the kind making the cotton problem so difficult, but wheat does share with cotton the problem of being a traditional export crop whose foreign markets have been greatly curtailed during recent years and whose export prospects are uncertain.

From 1914 to 1927, exports of less than 200 million bushels yearly were the exception. But since 1931 our net wheat exports have averaged only 30 million bushels a year, have passed 100 million bushels in only 2 years--and then barely. Even for 1944, with a premium on the short ocean haul from the United States to Europe and with emergency relief needs appearing in several areas, net exports probably will not reach 100 million bushels. And even if emergency needs go higher, we can consider ourselves fortunate after that temporary demand has ended if the United States' share of the world wheat trade goes as high as 80 million bushels.



The United States is already a party to a memorandum of agreement which is the first step toward a full-fledged post-war international wheat agreement. Since the summer of 1942 the preliminaries to that agreement, involving the pooling of supplies for relief use, have been in effect; and the participating nations now are discussing prices at which commercial wheat would move. The United States is planning to take the initiative in calling a conference after the war and using the present form of the agreement--known as the draft convention--as a starting point.

Under the proposed agreement, with Canada, Australia, and Argentina as the other principal exporting nations, this country's annual share of

the combined exports of all 4 producing nations is set at 16 percent. If exports of the 4 nations are in line with what they were before the war, this country's share of world trade in wheat will probably be between 65 and 80 million bushels. Increasing the total world wheat trade is a main objective of the agreement.

Marketing Developments

Our grain-storage facilities have been vastly improved. The capacity of CCC-owned bins for emergency storage now totals about 100 million bushels. The big change has been the increase in storage facilities on farms brought about by purchase of CCC-owned bins by farmers. Price-support loan programs encouraged farmers to hold wheat on farms, and this in turn effected a more orderly shipment and marketing of the commodity.



Another development in wheat marketing has been the growth of cooperatives. For example, one cooperative association that 6½ years ago was new, with a free capital of only \$30,000, now has a net worth of more than 6 million dollars and has operating facilities in 8 States, selling the produce of 100,000 farmers. During last fall's rush of grain, million-dollar days were commonplace. In the 12 months ended last May its total business came to more than 200 million dollars. The organization handled 17 million bushels of grain in its first year and 129 million in its sixth.

Not only the cooperative members but all farmers benefit from the work of cooperatives, one of whose aims is to bring about improved marketing conditions. Wider outlets and better uses made it possible to obtain more satisfactory prices for low-grade grains. Further, cooperatives' competition tends to keep private marketing interests from making undue profits.

Post-War

Wheat farmers recall how acreage allotments, price-supporting loans, and marketing quotas helped them out of the last depression. But these measures were not the final answer to the problem of mounting wheat supplies. The Ever-Normal Granary was necessary and has proved its worth, but everybody realized we were approaching a time when the granary would be full and further accumulations would be just so much cumbersome surplus. The loans, parity payments, and conservation payments kept farmers' incomes up reasonably well, but it was realized that the rising level of supplies would eventually bring a day of reckoning.

The only solution was and remains the discovery of some way to grow less or sell more wheat. The wheat demands of war postponed the need for making a definite decision. In 1943 alone half a billion bushels of wheat were used for feed and more than 100 million bushels went into alcohol for making explosives and for other industrial uses. (However, the large crop of corn, which can be used to meet more of the

feed and industrial requirements that have been met with wheat during the last 2 years, is expected to reduce the quantity of wheat for feed to about 210 million bushels and the quantity for alcohol to about 70 million bushels.) By the end of 1943 the carry-over had been cut nearly in half and on July 1, 1944, it was down to 315 million bushels; but the record 1944 crop may boost this figure by 100 million bushels.

Meanwhile, Canada and Argentina have piled up record large stocks of their own. If Australia had not suffered a crop failure, that country also would have a very large surplus. It is estimated that total world wheat stocks on July 1, 1944, were in the neighborhood of a billion and a half bushels--more than 60 percent above the 925,000-bushel average for the 10 years before the war.

What will our post-war wheat supplies amount to, and what shall we do with them?

About 500 million bushels of wheat are needed each year for food in this country, and there is small chance of any sizable change in that domestic demand. Seventy-five million bushels or so are needed each year for seed. If our share of world wheat exports should amount to from 65 to 80 million bushels, the three figures may total about 650 million bushels.

The estimated 1,078-million-bushel crop of 1944 is an all-time record and about 300 million bushels above the previous 10-year average. With an 800-million-bushel crop, 150 million bushels would be left for feeding or for industrial purposes. On the average, during the 10 years before the war we used for livestock and poultry feed only about 120 million bushels annually, and our industrial uses of wheat were insignificant. After the war, moderate increases in the use of wheat for feed and alcohol would enable us to dispose of an average crop, but our prospects for doing this depend largely on how wheat is priced--the large post-war problem.

This problem, most experts feel, will be solved. Much has already been done through a combination of the efforts of wheat people and Government assistance. Even now, when the picture is hazy, we can draw from our wheat position a lesson that bears out what this country has already proved in many other fields: That a proper balance between a free people and an interested Government can out-produce any other system ever devised.

CALIFORNIA PLUM ORDER REVOKED

WFA has revoked War Food Order 55, which was issued June 7, 1943, in order to define minimum grade requirements for interstate shipment of plums grown in California. Revoked as of December 27, this order had been in effect during the last two marketing seasons (1943 and 1944).

WFA CHANGES BEEF SET-ASIDE REQUIREMENTS



To meet the full requirements of U. S. armed forces for beef, as provided for under the 60-percent "set-aside," WFA now requires (effective January 7) packers operating under Federal inspection to hold temporarily their total production of Choice, Good, and Commercial grades of steers and heifers. However, not more than 60 percent may be selected for Government purchase, after which 40 percent immediately becomes available for the civilian market.

WFA has also announced a change in set-aside requirements for Utility grade beef. Packers operating under Federal inspection are required to set aside 50 percent of this grade from steers, heifers, and cows instead of 60 percent from steers and heifers only. Further, instead of the Utility grade's being set aside for frozen boneless beef, it will be made available for the preparation of canned meat items. With the seasonal increase in the supply of cattle of the better grades, it was considered likely that enough Choice, Good, and Commercial beef would be available to meet armed forces' needs of boneless beef.

In cases where the authorized Government agencies do not make prompt purchases, or contracts to purchase, a packer may apply to the order administrator for a release. The changes in the set-aside order were made as amendment 18 to WFO 75.2.

CORN ORDER TERMINATED

Owing to a more abundant corn supply, WFA has announced the termination of WFO 96, which required grain-elevator operators in 5 Corn Belt States to set aside 60 percent of the corn they received. The action became effective December 30.

Reasons given for the decision that it is no longer necessary for the Government to continue assisting essential corn processors to obtain corn were: (1) This year's record corn crop of 3,228 million bushels, and (2) a reduction in livestock, which reduces considerably corn requirements for feed. Operators affected are located in 124 counties in Illinois, Iowa, Indiana, Minnesota, and Nebraska.



WFO 96 had been under suspension since April 25, 1944. That suspension was followed on the same date by issuance of WFO 98. The latter, which increased corn set-aside requirements, expired June 24, 1944. Corn has not been under a food order since October 22, 1944, when WFO 103, which applied to distribution of corn obtained under both previous orders, was terminated.

Notes on

NAMO Annual Meeting

by Marketing Activities Staff

Post-war planning was the discussion theme of the annual meeting of the National Association of Marketing Officials held on December 5, 6, and 7 at Washington. The discussion included plans for: Federal-State cooperation; marketing fruits and vegetables; standardizing and distributing farm products; transportation and market facilities; and the packaging, selling, processing, and storing of agricultural products.

After an executive session on December 5 attended by C. W. Kitchen, Deputy Director of the Office of Distribution, and other War Food Administration officials, the regular session opened Wednesday morning with remarks by N. S. Nichols, President of the Association, and by J. H. Meek, Secretary-Treasurer.

Marketing Improvements

An address read by F. W. Risher for L. M. Rhodes, commissioner of the State Marketing Bureau of Florida, who was unable to attend, listed some accomplishments that have come about in marketing during the 25 years since the association was organized. The list included:

Expansion and improvements in terminal markets, shipping point and receiving point inspection.

More Federal and State grades, and revisions to meet demands of producers, buyers, and consumers.

State licensing and bonding laws.

More flexible tariff duties.

Increase in the movement of perishable fruits and vegetables over long distances by improved transportation, refrigeration, faster schedules, and more competitive rates.

Greatly increased proportions for quick-freeze or cold-pack purposes, frozen foods, canned foods. Inspection of canned products at factories.

Greatly improved weather-reporting services.

Expert advice on the transportation, distribution, and marketing of all kinds of agricultural products, from cartons to carloads.

Extension of auction-sale facilities and cooperative sales of livestock, poultry, eggs, and field and truck crops.

State farmers markets in some States.

Assistance to Government buying for the Army and Navy.

Ready quotations to Quartermaster centers.

Reduction in marketing costs, increased efficiency in operations, and scores of other services and improvements.

Fields in which we may expect to see changes and improvement, Mr. Rhodes stated, are advertising, dehydration, refrigeration, transportation, communication, packaging, organization, and the control of insect pests and diseases.

Prices and Price-Support

Frederick V. Waugh, Assistant Deputy Director of the Office of Distribution, after stating that his remarks would not represent any official position of the War Food Administration or of the Department of Agriculture, but would merely suggest post-war possibilities, pointed out that price-support and price policies are going to be very important. Even though the Government has exercised considerable control over the prices of agricultural commodities, Dr. Waugh pointed out, the law of supply and demand has gone right ahead operating. Furthermore, anything the Government does about prices and price-support after the war should be done with the realization that this law will remain in operation. The real price support during the last few years, Dr. Waugh said, has been the war and its military necessities, and the maintenance of prices and price support has not been particularly difficult thus far.

There are several ways in which Government could protect farmers after the war and at the same time take the law of supply and demand into consideration:

(1) One is to increase marketing efficiency; that is, to discover and put into practice means of closing still farther the gap between farm producer and the consumer.

(2) Or Government could institute programs to increase the demand for farm products. The Victory Food Special Program is such a program.

(3) Or Government could reduce production--a way that has been discussed and tried extensively in the last decade.

(4) Or Government could institute diversion programs for the surplus commodities. Dr. Waugh stated that he thought diversion programs would be important after the war. The current export subsidy on cotton is an example of such a diversion. But diversion of surpluses to school children and to low-income families is likely to be much more important.

However we decide to support prices, we must determine the level and the method of support. One way is to peg prices at certain levels, as is done in parity programs. Another way (administratively difficult) is to pay direct subsidies to farmers. In either case we must find some means of adjusting price support to sound levels.

If we maintain fairly high support prices, we will have to discover ways of moving into consumption the food that we buy in support of prices. Dr. Waugh stated that he considered the school lunch program as the number one direct distribution program. The work in industrial feeding done during this war offers another interesting possibility. In addition to these two programs, Dr. Waugh said, we need a program for people who don't get enough to eat, people of low income--particularly ones with large families.

Food Allotment Program Suggested

Dr. Waugh stated that he thought the food stamp program as we have operated it in the past inadequate for that purpose. Instead, he suggested a form of food allotment program which would guarantee to each participating family adequate food for human needs in exchange for a set fraction of that family's income. Such a program would be easy to understand and would not be limited to "relief" families.

Paul Williams, Assistant Chief of OD's Fruit and Vegetable Branch, described the current organizational set-up of that branch. He said that marketing agreements would probably be necessary after the war, and that to handle the inspection which they will require, the Federal Government is going to need to call on State inspectors for such service and information.

Mr. Williams said that even though airplanes after the war are able to haul only luxury agricultural products, their competition for freight will probably spur the railroads to supply better refrigeration, faster schedules, and improved terminal services. Mr. Williams stated that the Fruit and Vegetable Branch would like to obtain reliable information on truck unloads, and called on association members to help.

Hon. John W. Flannagan, Jr., chairman of the House Committee on Agriculture, spoke briefly on "What Congress Is Doing and Should Do."

Mr. John R. Van Arnum, consultant of the National League of Wholesale Fresh Fruit and Vegetable Distributors, of Washington, D. C., spoke on "Transportation After the War." He called attention to the existence

of numerous barriers to interstate trade which result from the widely differing controls and requirements of various States.

After an analysis of existing and proposed airplane freight rates, Mr. Van Arnum stated that the gap between the rates of surface carriers and airplane carriers in his opinion was still very wide.

He pointed out that the railroads have fewer refrigerator cars today than before the war, and that it is a question how quickly the railroads can obtain more refrigerator cars. He said he believed there would be great expansion in highway transportation after the war--provided some of the trade barriers he had mentioned are removed. He pointed out the need for better market facilities to handle this trucking expansion.

U. S. Market Facilities Inadequate

W. C. Crow, Assistant Deputy Director of the Office of Distribution, led a discussion on "Post-War Planning for Market Facilities." He stated that "marketing" is a term broader than the activities that State and Federal marketing agencies have been dealing with thus far. As an illustration of the magnitude of the work to be done, he pointed out that within the Office of Distribution a very small group, working on problems of transportation, had brought about savings in transportation charges to U. S. farmers of about 500 million dollars since the work of this group began in the Department of Agriculture about 1938. Mr. Crow said that since the U. S. Warehouse Act was passed in 1916, storers have not lost a cent on commodities stored in federally supervised warehouses through which 1½ billion dollars' worth of products move annually.

Mr. Crow discussed the importance of cold storage in the field of agricultural marketing. During this war, with an increase in capacity of only 7 percent, the amount stored has almost doubled. Interest in marketing and the reduction of marketing costs is becoming so great, Mr. Crow said, that State and Federal agencies will be forced to take a broader view of marketing and to render greater assistance in improving the marketing process all the way from the farmer to the consumer if they are to keep up with public opinion.

Mr. Crow said that the Office of Distribution in cooperation with State agencies was completing a survey that indicates the inadequacy of U. S. market facilities today. If after the war there should be a public works program, Mr. Crow said that in his opinion market facilities, planned to liquidate their own cost and to improve distribution efficiency, would be an excellent thing to build under that program. He recommended that marketing officials take the steps to create some agency authorized to make the necessary improvements in marketing facilities, in order that they may qualify as receivers of such funds should post-war public works programs develop suitably.

H. A. Dwinell, of the Vermont Division of Markets, discussed the apple-marketing situation in his State, and S. H. DeVault, of the Maryland State Department of Markets, discussed cooperative poultry-dressing plants in the Del-Mar-Va area. H. E. Crouch, of the New York State Division of Markets, emphasized the importance to fruit and vegetable people all over the country of proposed plans for the expansion of the market for fruits and vegetables in New York City.

J. A. Anderson, merchandise manager of the Safeway Stores at Washington, D. C., showed a film illustrating his company's policy of selling such commodities as celery, lettuce, and carrots by the pound rather than by the bunch, head, and the like. More and more retail customers, he said, are beginning to demand that the retailer sell such commodities by the pound in order that the customers may know exactly what they are getting for their money.

Lt. (j. g.) J. W. Wardell, U. S. N., Bureau of Supplies and Accounts, Container Section, Navy Department, Washington, D. C., showed a 28-minute film that made clear what a "beating" the packages and crates holding Navy shipments to the South Pacific must take before they reach the end of the supply line.

Ralph Smith, U. S. Bureau of Standards, Washington, D. C., explained H. R. 6784 (Summers), a bill before Congress in 1942. The idea behind this bill, Mr. Smith said, was to accomplish retail food package standardization. If such a standardization as this bill proposed were accomplished, Mr. Smith said, the retail purchaser would need to evaluate only the price and quality of a retail product. Elimination of quantity, a third and complicating factor, would simplify his judgment processes greatly.

In a paper read for him, Gordon C. Corbaley, president of the American Institute of Food Distribution, Inc., discussed the keen post-war competition he foresees among processors of fruits and vegetables. He urged the marketing officials to work to improve the relations between growers and the processing plants on which they depend for outlets.

NAMO officers elected for the coming year are: Benjamin P. Storrs (Connecticut), President; F. C. Gaylord (Indiana), Vice President; Fain Cesar (Oklahoma), Secretary-Treasurer. Chairmen of standing committees elected are: Standardization, S. S. Rogers (California); Cooperative Organization, W. L. Witte (Wisconsin); Transportation, Warren W. Oley (New Jersey); Legislation, J. H. Meek (Virginia); Sales and Consignments, W. J. Hackett (Alabama); Market Reporting, Walter A. Piper (Massachusetts); City Marketing, H. E. Crouch (New York); and Crop and Live-stock Estimates, R. B. Etheridge (North Carolina).

WFA has revoked WFO 37, which limited the use, processing, and delivery of sperm oil. The action was effective December 1.

Cotton Marketing Services of the OMS



by Carl H. Robinson

Official standards for cotton were first promulgated some 30 years ago. Since then the standards have been approved and supplemented from time to time, and are now in general use not only in the United States but wherever American cotton is spun. In fact, many of the leading cotton trade and manufacturers' organizations in other countries have adopted our universal standards for the grade of American upland cotton. Each year, thousands of official grade boxes and staple types are prepared and shipped to classifiers and others in the United States and throughout the world. The standardization authority is contained in the United States Cotton Standards Act and Cotton Futures Act.

Classing Volume Increases

The demand for official classification of cotton has increased steadily until now War Food Administration employees each year are classing samples representing more than 6 million bales of cotton. One of the largest classing jobs is that under the act of April 13, 1937 (Smith-Doxey Act), which provides for a free classing service for farmers who are members of groups organized to promote cotton improvement. Since this work was undertaken in 1938, it has become very popular with farmers. The volume of classing has increased from considerably less than 100 thousand bales classed in 1938 to the point where each year well over 3½ million bales are classed for nearly 300 thousand individual farmers whose reported cotton acreage exceeds 40 percent of the total U. S. cotton acreage.

To be eligible for the free classing service, farmers must organize an improvement group and arrange with their sampling agency to send samples to one of WFA's classing offices. On receipt, the classing office classes the samples and sends to the farmers an individual certificate showing the grade and staple length of each sample. Spot prices in various principal markets are sent to the organized groups, and arrangement has been made for radio broadcasts of futures prices several times a day.

With this classification and price information at hand, the farmer can intelligently market his cotton. If such a service could be extended

to all other cotton farmers and provision be made for the classification of a representative sample from each bale ginned, various benefits to cotton growers in general could be expected. Production of higher qualities throughout the belt would be encouraged, excessive sampling would be reduced or eliminated, and many farmers not now in position to obtain official classification would get on each bale specific information that would enable them to market their cotton according to its actual grade and staple length.

In addition to the classing work already mentioned, WFA's Office of Marketing Services classes large quantities of cotton for the Commodity Credit Corporation loan and purchase programs, for delivery on futures contracts, and for other purposes. A considerable volume of classing work is also done by licensed classers in private employment who are under Office of Marketing Services supervision.

Under legislation passed in 1927, the OMS is required to issue statistics or estimates of the grades and staple lengths of cotton carried over each year as of August 1, and also from time to time to estimate the qualities of cotton in the current crop as ginned. The quality estimates are based on the classification of samples from all bales ginned by selected gins representing about 10 percent of the total. Classification results have been returned to the ginner for his and his customers' use.

Quality Statistics

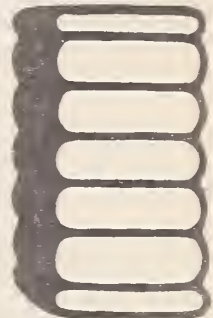
Statistics on the quality of cotton by States and districts are issued to the public each ginning period. These quality estimates, along with the free classing service for farmers who are members of organized groups, have contributed to cotton-quality consciousness in the South and to cotton-crop improvement. The average staple length of the crop has increased from slightly less than 15/16 inch in 1929 to about 1 inch in 1944. The cotton-quality statistics and the price statistics compiled in OMS's cotton market news work have made important contributions to the planning of various war and other programs.

Research designed to develop improved methods and to reduce costs is conducted on the conditioning, ginning, cleaning, packaging, handling, and marketing of cotton. The work on ginning and related processes is conducted in cooperation with the Bureau of Plant Industry, Soils, and Agricultural Engineering, which is responsible for the mechanical engineering phases, whereas the Office of Marketing Services is responsible for investigating the effects of the use of various types of equipment and processing on the quality of cotton and on marketing.

At present, there is an accent on problems of ginning, marketing, and processing as they are affected by the adoption of mechanical harvesting. A special study of the possibilities of cleaning the lint between the gin stand and the bale press has been begun. Studies already made have indicated the mechanical and economic feasibility of

gin presses capable of producing standard-density bales that would obviate the need for bale recompression for domestic shipment. Two installations of these presses have proved successful under commercial conditions.

Various other accomplishments of OMS research people hold considerable promise for the future. An automatic sampling device takes a really representative sample of all the cotton in a bale as it is formed at the gin. This device, which puts an end to the need for cutting the bales for samples, can be installed with standard gin equipment. During the ginning process, the device diverts part of the lint from the lint flue through a special duct to a small-scale condenser that condenses the lint into a batt similar to that fed into the bale press. The pressing equipment for the sample rotates automatically with the bale press. This sample represents the cotton throughout the bale rather than that merely on the two sides of the bale, as in current practice.



An important new activity the OMS cotton fiber and ginning laboratories is the testing on a fee basis of such physical properties as strength, fineness, maturity, and uniformity, and of the performance of particular cottons through manufacturing processes. Made for cotton breeders, producers, manufacturers, and others, these tests are a help in the quality determination of new varieties and strains in early development stages, and to cotton merchants and manufacturers in locating the varieties and growths of cotton most suitable for specific uses.

Cotton-Breeding Tests

OMS laboratories also conduct, on a cooperative basis, tests for the Federal and State agricultural experiment stations in connection with their cotton-breeding work. The laboratories also do considerable work concerning annual tests to determine the merits of the principal improved varieties and strains of cotton under the growth conditions prevailing in the various producing areas.

An important byproduct of the OMS's accepted fiber and spinning testing activities has been the accumulation of perhaps the world's largest and best body of data on fiber properties and spinning performance.

Statistical analyses now in progress will establish the relation of the various measurable fiber properties to processing performance and to yarn and fabric quality. Facts about these relations will show cotton breeders what fiber properties should appear in the varieties and strains they are developing, and they will help spinners to select the cotton that will give best results in the manufacture of various types of cotton goods.

The OMS also conducts a program to encourage increased consumption of cotton and cotton products and to bridge the gap between the laboratory development and the commercial acceptance on a self-sustaining basis of new uses for cotton. Examples of these programs are those undertaken to encourage the use of cotton for insulation, of cotton wrappers for cotton bales, and of cotton for binder twine. The cotton insulation program promises a new annual outlet for perhaps several hundred thousand bales of the lower grades and shorter staples.

(The activities described in the foregoing article are those of the Cotton and Fiber Branch, Office of Marketing Services, War Food Administration)

BREAD PACKAGING RESTRICTIONS REMOVED

All restrictions on the packaging of bread and rolls have been removed from WFO 1. Bakers are subject only to the packaging provisions of War Production Order M-351, which limits the sale, delivery, or use of waxed paper for the packaging of "bread and bakery products (excluding crackers and biscuits) when used in any fashion in addition to any other paper wrapper, either waxed or unwaxed, except end seals, and except that one paper outsert not wider than 3 inches may be used in addition to waxed paper for bread and bakery products when the outsert serves as the only label identification or when it is required for label correction." The WPB order continues to limit the use of over wraps in packaging crackers and biscuits.

WFA LIFTS RESTRICTIONS ON TEA PACKERS AND RECEIVERS

Restrictions on acceptances and deliveries of tea by packers and wholesale receivers will be suspended for the first quarter of 1945. The action removes all limitations of WFO 18.3, amendment 6, except the reporting and record-keeping requirements. Packers are to continue to file quarterly reports of stocks and deliveries of tea on Form FDO 18-1 as in the past.

During the past year, distribution has been limited to 75 percent of 1941, but owing to changing conditions in the trade some packers have not had enough business to use their entire delivery quotas whereas the demands on others have exceeded quotas. This and recent heavy arrivals of tea in this country have resulted in a temporary accumulation of stocks. The additional distribution flexibility allowed by the removal of acceptance and delivery restrictions is expected to remedy this situation. WFA cautioned that the action should not be taken to mean that there is any more tea available for the tea year ending April 1, 1945, than was originally scheduled.

The Bees Branch Out



by Harold J. Clay

One of the largest bakers of graham crackers in the country reports that it has doubled its sales of this product since it increased the quantity of honey in its recipe. Increased sales means greater profits and more satisfied stockholders. This outfit plans to continue its present formula for graham crackers even after sugar has become more abundant.

The additional honey for this purpose resulted from the granting of a special use quota to the baker under the provisions of War Food Orders 47 and 47.1. Similar authorizations for extra honey allowances have been given to manufacturers of candy, chocolate sirup, bread, honey-butter and honey-peanut-butter mixtures, beverages of various kinds and other products. All of these firms have agreed to use honey in their formulas regardless of the availability of other sweets.

The story of why any one use of honey needed to be limited goes back to the very start of the war. Soon after Pearl Harbor, people began to realize that a sugar shortage was inevitable. And in a radio dialog between Mrs. Roosevelt and the Secretary of Agriculture on December 14, 1941, Mrs. Roosevelt suggested that honey be substituted for sugar.

Run on Honey

Evidently the ears of the Nation were tuned in that Sunday afternoon, for the casual comment was followed by a tremendous run on honey. Not only housewives, but many soft-drink bottlers, ice-cream manufacturers, bakers, and other users of sweets tried to fill their needs with honey.

Prices spiraled. Unfortunately for the beekeepers, stocks were insufficient to meet the demand and were melting fast. After appeals by beekeepers and packers who said that too little honey would be left for the housewife, the War Production Board stepped in and placed in effect a honey-use limitation order that restricted manufacturers to 100 percent of their 1941 use of honey. But honey packers, including beekeeper-packers, were told the sky was the limit for them if they could get the honey and the containers to put it in. This was because the WPB, the

Department of Agriculture, and the beekeeping industry generally believed that the home had first claim on the use of honey.

Later the WPB restrictions were loosened sufficiently to permit previous users 120 percent of their 1941 use, and any person was entitled to use 600 pounds of honey every 3 months in manufacturing other products, even if he had never used honey before.

When this WPB order (M-118) was transferred to WFA on April 6, 1943 --as FDO (later WFO) 47 and 47.1--the same limit of 120 percent of 1941's use was continued for manufacturers. Because the regulation has encouraged the use of more honey in many products than was formerly used in them--if it was used at all--it is probable that permanent outlets for honey have been definitely increased as a result of the order.

Beekeeping is important for many reasons. Bees are essential in the pollination of 50 important agricultural crops. Beeswax is a commodity used by civilians and in war industry. Honey as a food is a healthful, natural sweet. In spite of the induction of thousands of young beekeepers into the armed services and of the difficulty of obtaining adequate supplies, the beekeepers of the country have been doing an excellent job. Preliminary estimates of the Bureau of Agricultural Economics indicate that in 1944 the colonies (bee residences) of the country totaled over 5,200,000--an increase of nearly 15 percent over the 1941 count.

Domestic production of honey is reported slightly below that of 1943, but when imports are included there should be nearly 2 pounds of honey for every man, woman, and child in the country.

Perhaps "country" is not the word. Actually, people in the country have a disproportionately large share of the average. But commercial packers have been doing their best to see that city dwellers have honey too. And most grocery stores do carry some honey at this time of year.

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COFFEE SUPPLY SITUATION IMPROVED

On December 30, WFA reported that the U. S. coffee supply position had improved materially during the preceding 2 months. As of January 1, the report said, there would be between a 3 and a 4 months' supply actually in the country, and in addition substantial quantities both afloat and awaiting shipment during the early months of 1945.



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Full responsibility for the program of salvaging used household fats has been transferred to the War Food Administration from the War Production Board.

FLUE-CURED TOBACCO ORDER AMENDED

WFA has amended WFO 4.7, to make it possible for purchasers of flue-cured tobacco, who already held allocations, to increase their purchases on and after January 9. The amendment did not remove existing restrictions against the purchase of 1944-crop flue-cured tobacco by persons not holding allocations.

The increase in purchases possible resulted from an overage of some 14 million pounds of flue-cured tobacco as contrasted with the estimated crop and allocations based on it. Allocations to January 1 amounted to 1,058 million pounds--with later estimates of the crop available showing a total of 1,072 million pounds exclusive of scrap.

Beginning January 9, manufacturers and dealers already holding allocations would not be limited in their tobacco purchases--over and above the amount of their previous allocations. No flat percentage increases had been assigned because, percentagewise, the increase was relatively small and some manufacturers and dealers had probably completed their purchases to the full extent of their allocations and might not wish to reenter the market.

The amendment also required manufacturers to report purchases from the 1944 crop and dealers to report purchases and sales of tobacco acquired under the order provisions. Flue-cured tobacco is one of the two major types of tobacco used in all popular American cigarettes.

PEANUT AND PEANUT-BUTTER ORDER TERMINATED

Effective January 4, WFA terminated WFO 89, an enabling order that authorized quota restrictions for peanuts and peanut butter. The order was issued in December 1943, superseding Food Distribution Order 78, as protection against possible future peanut shortages; but it was never put into operation and its continuation was considered unnecessary.

PUBLIC HEARINGS ON SUGAR BEET PRICES AND WAGES

In accordance with the Sugar Act of 1937, public hearings on wage rates and prices for the 1945 sugar beet crop are being held between January 8 and 19 at cities in the major sugar beet producing areas. The cities are Berkeley, Calif.; Salt Lake City, Utah; Greeley, Colo.; Billings, Mont.; Fargo, N. Dak.; and Lansing, Mich.

Under the amended act, producers to qualify for payments must pay in full all persons employed in sugar beet production at rates not less than those determined fair and reasonable by the War Food Administrator after public hearing and investigation.

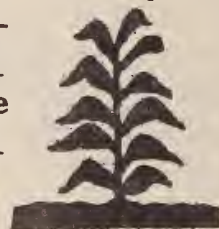
WFA ORGANIZATIONAL CHANGES

On December 13 WFA announced the abolition, effective January 1, of its Office of Distribution and its Office of Production, and the establishment of three new offices--the Office of Marketing Services, the Office of Supply, and the Office of Basic Commodities.

In an amended memorandum dated January 5 the War Food Administrator consolidated the Office of Basic Commodities, the Office of Supply, and that part of the Office of Marketing Services concerned primarily with school lunch and direct distribution programs under Section 32, Public Law 320, 74th Congress, and made them a part of the Commodity Credit Corporation as of January 1.

BUYING RESTRICTIONS REMOVED ON TYPES OF CIGAR TOBACCO GROWN IN 6 STATES

WFA has announced the removal of sales restrictions on cigar binder types 54 and 55 (effective January 8--types are produced chiefly in Wisconsin); cigar filler types 42, 43, and 44 (effective January 22--produced chiefly in Ohio); and filler type 41 (effective January 31--produced chiefly in Pennsylvania). The action, under an amendment to WFO 4.6, will permit normal marketing of these types of tobacco.



The action followed another amendment to the order, effective December 18, which removed restrictions on the purchase of cigar binder types 51, 52, and 53 produced in Connecticut, Massachusetts, New York, and Pennsylvania.

Removal of the restrictions will permit normal marketing of these types. WFO 4.6 was issued June 13, 1944, to prohibit future-contract buying which was threatening to disrupt normal distribution of the 1944 binder and filler type tobaccos.

FATS AND OILS QUOTA UNDER WFO 42a REDUCED

WFO 42a has been amended to reduce from 70 to 60 percent (of average quarterly use in 1940 and 1941) the quantity of fats and oils to be used in the manufacture of protective coatings, coated fabrics, and floor coverings for civilian consumption.

The reduction in manufacturers' quotas, effective January 1, is necessary because the 1944 domestic flaxseed crop will total only about 50 percent of the 1943 production, and imports are materially curtailed. Linseed oil, used in protective coatings, is crushed from flaxseed.

The Truth About Seeds



by Nelle Mc Gregor

If you planted beet seed in your garden, wouldn't it be exasperating if they all came up as Swiss chard? And if you actually planted chard and the package you used contained enough weed seeds to choke your chard, you wouldn't like that either. Neither would the men who enforce the Federal Seed Act.

The U. S. Department of Agriculture since 1912 has administered a seed law passed to protect farmers. At first, it merely regulated the quality of seeds imported into this country. An amendment in 1926 forbade any false advertising or labeling of seeds shipped in interstate commerce. In 1939, labeling of seeds shipped in interstate commerce was required. Since 1939, at least 29 States have made their laws more consistent with the Federal law, and cooperation between State and Federal officials in seed-law enforcement is close. During the last fiscal year, 46 States cooperated.

Quality Standard for Vegetable Seeds

Although the Federal Seed Act is first a truth-in-labeling law for the seeds moving in interstate commerce, it also provides a quality standard for vegetable seeds. Vegetable seeds that germinate below the standard must be marked "Below Standard." All vegetable seeds in interstate commerce must be labeled according to variety. Field seeds, on the other hand, need not be quality-labeled, but if they are, the label must tell the truth.

During the 1944 fiscal year, importations of agricultural seeds increased. The 62 1/3 million pounds of field seeds imported came primarily from Canada, New Zealand, Australia, Mexico, and Argentina. Vegetable-seed imports ran slightly above 2½ million pounds.

Shippers in interstate commerce of seed that does not comply with the law receive a warning. If the violation is repeated, WFA may recommend action to the United States Attorney. The seed may be seized, and seizure would be recommended if it is unfit for planting. WFA can also issue complaints, hold hearings, and issue cease and desist orders.

Since the new seed law became effective in February 1940, more than 9,000 violations have been investigated. Eighty percent were reported by State officials who assisted in the investigations. Ninety-two complaints resulted in seed seizure, and 125 in prosecutions.

Let's glance at two actions taken under the act--first, a case of misrepresentation that drew a fine of \$300. The violation consisted of falsely advertising and delivering for transportation in interstate commerce 6 bushels of soybean seed of the old Midwest variety which had been previously advertised and was represented to be a new variety called "McClave." It also consisted of delivering for transportation in interstate commerce 20 bags of soybeans of the Mt. Carmel variety that were labeled "BX," an abbreviation of the words "Buckeye Cross," also represented to be a new variety.

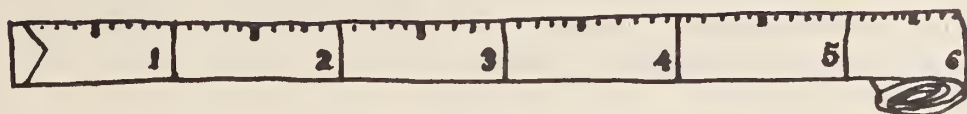
The variety of the so-called McClave soybeans was advertised as being a high yielder, early maturing, nonshattering, and high in oil content, the latter a characteristic looked for in soybeans early in the war. The advertisements contained excerpts lifted from reports of experiment station trials made under different conditions. The excerpts were so placed that the "McClave" soybeans were impliedly high in yield and oil content as compared with other varieties grown under comparable conditions. The Midwest variety had been discarded by farmers many years before because it was inferior to newer varieties.

Then there were the two cases, culminating in a heavy fine, that involved 25 shipments of vegetable seed into 5 States in violation of the act. Approximately 150,000 packets of seed were in the shipments, and 43 percent of the varieties were below the standards for germination and were not labeled with the percentage of germination and the words "Below Standard" as required. Five varieties were falsely labeled as to variety. Many packets contained only dead seeds. Large quantities of these shipments were seized and destroyed because the seed was unfit for seeding.

SALES TEST FOR DEHYDRATED VEGETABLES

A number of dehydrated vegetables will go on sale in 30 to 40 regular retail stores throughout Grand Rapids, Mich., in January in a 6-months' sales test to determine consumers' reactions to these products, the U. S. Department of Agriculture reports. The study will be made by the Farm Credit Administration in cooperation with other Department agencies, and the National Dehydrators Association and other representatives of the vegetable dehydration industry. The products to be tested include dehydrated beets, onions, carrots, diced white potatoes, julienne white potatoes, and diced sweetpotatoes.

Standardization of Farm Products



by Elbert O. Umsted

A yardstick 36 inches long at Spokane and only 29 inches long at Tallahassee would be an interesting object, but not so good to measure length with. It would resemble some of our present-day commercial descriptions of the quality of farm products, which mean one thing in some localities and something else again in others. The confusion that this lack of uniformity makes for among producers, distributors, and consumers would be cleared up considerably by a wider recognition and use of the national standards developed by the U. S. Department of Agriculture and the War Food Administration.

The official standards serve two broad purposes:

First, by setting up a common language of quality, they remove the need for a personal inspection of the products by sellers, buyers, and lenders of money. They provide basis for the quotation of comparable market prices throughout the country. They help to settle disputes over quality. They provide a buying guide for consumers. They improve farm marketing in many other ways.

Second, they provide a solid, logical basis for the physical separation of farm products into quality groups, so that commercial needs and wants may be filled at minimum distribution costs.

Standards Are Nothing New

Standards of some kind are almost as old as commercial agriculture, but uniform national standards began in 1914 with the passage of the U. S. Cotton Futures Act. Subsequent legislation provided authority for large expansion in the standardization work of the Department of Agriculture. Today, official quality standards have been developed for nearly all important U. S. farm commodities.

National standards may be "mandatory" or "permissive." The cotton and grain standards are mandatory; no other standards may be lawfully used if the cotton or grain are sold by grade and shipped in interstate or foreign commerce. In most cases, standards for other products are permissive; that is, they are for use by the general public as a quality measure in buying and selling.

More and more producers have discovered that graded products bring higher market prices. Well-graded commodities also prevent economic and physical waste and thus reduce distribution costs. Actual separation into grades permits finding the market that gives the grower the largest return. To cooperative marketing associations grading provides a basis for pooling the products of various growers so that all who produce like quality may share alike in the season's sales.

Farm products may pass through many hands on their way from production centers to the wholesale markets. Commodity exchange transactions, telegraphic sales and sales in transit, and trading under any conditions where the buyer cannot personally inspect the products call for clear, definite grades. In futures trading, for example, the buyer cannot choose his particular seller, but he is protected when product quality is accurately certified.

As the basis for Nation-wide market reporting, standard grades make possible an intelligible comparison of market prices between localities, and of one year with another.

Thousands of claims against carriers for losses in transit must be adjusted each year. Establishment of the value of the particular lot on which the claim is sought, often difficult, usually becomes easy when its grade can be shown.

Warehouse Receipts

Under the United States Warehouse Act, licensed warehousemen are required to use official grades on the warehouse receipts if any grade is designated and if Federal standards have been established for the particular commodity stored. A major purpose of this act was to give producers freer use of warehouse receipts as collateral for loans. Thus the banker, likely to be at some distance from the warehouse, is able through the statement of quality to judge the value to him of the products as collateral, and the producer has a quicker, surer way of obtaining the credit he needs.

Grades especially adapted for retail or consumer use have been established for a number of farm products, and foods bearing the grade names are found to a varying extent in retail stores. Interest in graded foods and in the use of official grades mounts as more and more consumers insist on knowing what they pay their money for. This is true especially of eggs and canned goods, where shells and cans prevent the housewife's appraisal of the food within them, and of such a product as fresh beef, the quality judgment of which requires considerable experience.

The usual evidence of official grading for any commodity under the standards is a certificate issued by a Federal or federally licensed inspector. This may be a written and signed certificate of grade (as

for grain), a certification printed on or fixed to the container or wrapper (as for eggs and butter), or a direct imprint or stamping on the product (as for meat).

How are national standards set up? A very careful study is made of the factors that may affect the economic value or relative desirability of the particular product under consideration. Definite quality groupings called grades are then set up, with specifications or descriptions for each grade.

Before WFA formally recommends the grades, they are tested under actual commercial conditions. Sometimes the demand for grades necessitates the issuance of tentative grades based on the best information available, but these need to be studied further or tried out before they are promulgated as official standards.

One fundamental in the development of national standards is that a standard must recognize all significant quality gradations of the entire supply of a commodity. It must apply to all segments of the supply in order to form a basis for trading in all qualities of the product.

Commercial Distinctions Recognized

The grades are so defined as to recognize commercial distinctions. In general, the highest grade in a set of standards represents the quality characteristics and degrees of condition that are most sought after and that bring the highest market prices, whereas lower grades usually include inferior quality characteristics.

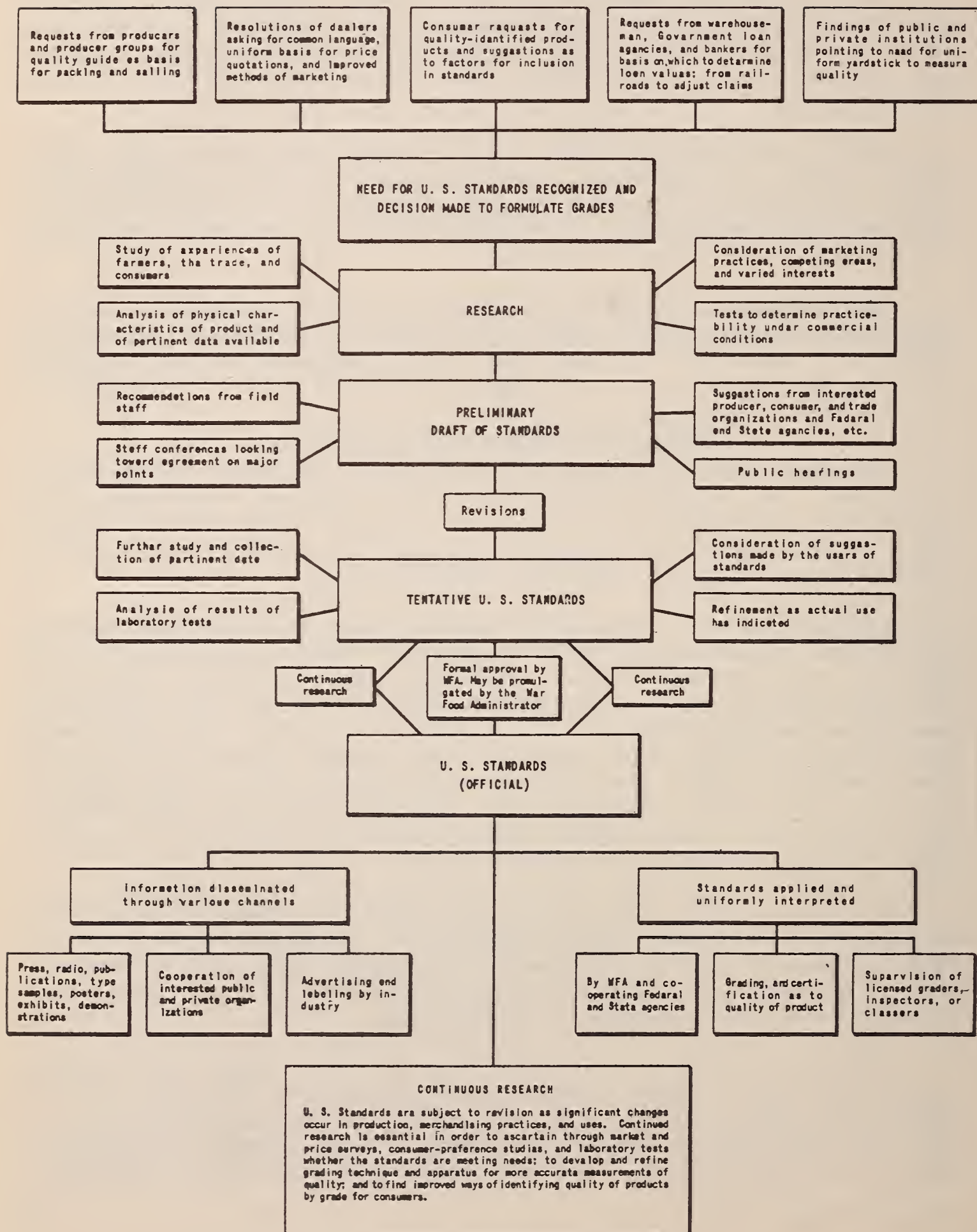
A grade in a set of standards generally specifies the lower quality limits that are permissible within that grade, and it may prescribe both the lower and the upper limits. The limits for a practical grade must be broad enough to avoid unnecessary technicalities and must conform to some extent to trade practice. Consequently, a product near the bottom limit of a grade may differ somewhat in merchandising value from one at that grade's top limit. The extent to which a grade reflects the relative value of the product depends on how fully it deals with the various quality factors, on the range of quality permitted within the one grade, and on the merchandising practices followed.

It is not enough for national standards to be merely logical and scientific. They must also be practical. It might be possible to develop standards that would measure every minute variation in quality, with a large number of grades for each product, but such standards would probably be too cumbersome for practical use.

Generally, the characteristics that determine grade are tangible things like size, weight, and freedom from defects and decay. It is relatively simple to define such characteristics as these in the grades. But with some products--butter, for example--color, flavor, and body are grade-determining factors. And even though such qualities are sometimes

WAR FOOD ADMINISTRATION

Steps in Setting Up Quality Standards for Farm Products



quite difficult to measure precisely, they nevertheless must be defined in the grades in a way that will fill ordinary commercial needs.

Official standards are not hard and fast for all time. Changing marketing conditions call for adaptable standards. New equipment and methods are being devised constantly by technicians of WFA's Office of Marketing Services. Mechanical devices include an electrical apparatus for quickly determining the moisture content of grain. Other devices determine grain dockage and test weight per bushel. A method is being developed whereby an "electric eye" will measure the protein content of wheat and flour. Other devices show the color of honey, hay, cotton, and aid in determining the quality of eggs. Pressure testers indicate the maturity of apples, pears, and other fruits. Hydrometers, refractometers, and other laboratory equipment are used in grading certain processed products to determine density, sugar percentages, the relation of soluble solids to juice, the cloudiness of liquor in canned foods.

Consumer Grades

Consumer use of Federal grades received a big boost a few years ago when the Department of Agriculture began to grade and stamp beef in such a way that the grade name appeared on the carcass and retail cuts. Today, hundreds of thousands of cans of fruits and vegetables are labeled annually in terms of the Department's Grade A, Grade B, or Grade C. Cannery plants meet certain strict requirements have Federal inspectors stationed in their plants during the packing season. Large quantities of commodities packed in these plants are labeled U. S. Grade A, U. S. Grade B, or U. S. Grade C. Standards are being developed for the same purpose for quick-frozen and dried fruits and vegetables. Grades especially adapted for retail or consumer use have also been established for eggs, eviscerated poultry, butter, dry beans and peas, rice, and honey.

Consumer grades for fresh fruit and vegetables are now being considered. Some of these items are being marketed in consumer packages and lend themselves to quality labeling. Some are repacked from the original packages at distributing centers, and some of the less perishable--such as potatoes--can be put up in consumer packages at the shipping point. Methods of marking these products for the benefit of consumers are being studied.

Forward-looking distributors with an eye to building good will have been keenly interested in improving their trade position by carrying facts about the quality of their products to consumers. Some packers still wish to market under brand names, which do not convey specific information. Some of these manufacturers have not adopted retail or consumer standards because they believe that such adoption might cost them their investment in advertising their brand names. Progressive processors are linking their brand names with the appropriate Federal grade names.

Among the States, standards set up by statute are far from uniform. Some States require certain products to be graded according to official State grades. Some require that produce shipped into the State be graded according to the State standards in order to protect home-grown products from competition. A number of States require grading according to United States standards and the marking of containers with correct United States grade designations. But many State laws and regulations still conflict with the United States standards and also with the grades of adjoining States.

Each year WFA conducts well-attended grading schools, exhibits, and demonstrations to bring home to the public the importance of standardization in the efficient marketing of agricultural commodities. In WFA's view, most standardization problems will be solved as soon as the public becomes better acquainted with standardization's value and use.

CHEDDAR CHEESE SET-ASIDE CONTINUED AT 25 PERCENT

Manufacturers of Cheddar cheese are to set aside for Government purchase 25 percent of their production during January 1945, WFA has announced. This is the same set-aside percentage as was established for November and December production, but it is smaller than the 30 percent quota that was in effect last January.



Civilian supplies of Cheddar cheese for January are expected to be about the same as in recent months--approximately 34 million pounds--but about 10 percent larger than during January 1944.

In announcing the new set-aside quota, WFA officials said military and lend-lease requirements for Cheddar cheese are expected to continue at high levels in 1945. This will necessitate continuation of the set-aside program, and as in the past, monthly quotas will be adjusted to seasonal changes in production.

As much ginger as normal pre-war supply is expected to be available to U. S. civilian importers during the coming year from West Africa, Jamaica, and India, WFA has announced. The War Shipping Administration has assigned shipping quotas for the quantity expected to be available.

WFA has amended WFO 29, continuing through next March 31 the suspension of restrictions on delivery of crude cottonseed, peanut, soybean, and corn oils to refiners for refining purposes. The suspension began October 1, 1943.

ABOUT MARKETING:

The following reports and publications, issued recently, may be obtained upon request. To order, check on this page the publications desired, detach, and mail to the Office of Marketing Services, War Food Administration, Washington 25, D. C.

Addresses:

Wheat Farming After the War. December 13, 1944
(processed).By Claude R. Wickard

Victory Gardens in 1945. November 28, 1944
(processed).By Marvin Jones

The Future of Dairy Products in Domestic Markets.
December 6, 1944. (processed)By Tom G. Stitts

Reports:

Check List of Standards for Farm Products of the Office of Marketing Services. January 1945. 11pp. (processed)

Conversion Factors and Weights and Measures for Agricultural Commodities and Their Products. Section A--Conversion Factors (Revised). November 1944. 76pp. (processed)

Farm Production, Farm Disposition, and Value of Dry Beans 1909-41, by States. (Bureau of Agricultural Economics) November 1944. 20pp. (processed)

Changes in Cotton Production in War and Peace. (Bureau of Agricultural Economics) December 1944. 33pp. (processed)

Farm Poultry Feed Ration and Feed Consumption Per Layer and Per Dozen Eggs as of January 1, 1944, by States. (Bureau of Agricultural Economics) November 1944. 12pp. (processed)

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BARTLETT PEAR ORDER REVOKED

WFA has revoked War Food Order 108, which was issued last July 15 to restrict the 1944 movement of Bartlett pears from certain producing areas in California. Under the order, movement was restricted to the quantity shipped during the 1942 marketing season to assure California canners enough pears to meet Government requirements. The revocation, effective December 27, brought to 64 the number of terminated War Food Orders.



